In a webinar yesterday Meredith unveiled the results of a landmark study, “The Post-Normal Consumer: Navigating an Uncertain Future,” which uncovers the psychological impact of the pandemic on interests, behaviors, and lives of American women. Here are the highlights:

**A pivotal time**

Wide range of responses based on direct/personal experience with COVID

- **69%** of women will make changes to their lives due to the pandemic
- **52%** feel they can spend less on things they don’t need and still be happy
- **42%** have enjoyed a slower pace of life
- **38%** now want to live closer to their families
- **1 in 5** are reconsidering the location where they live

**Messages that help demonstrate interpersonal connection and social dependability, rather than personal success and status, will be important to women who are reevaluating their priorities in light of the pandemic.**

**DR. JOSHUA ACKERMAN,**

Associate Professor of Psychology & Marketing, University of Michigan

...now consumers want brands to do more, to do something for the public good, to contribute to a better society.

**J. WALKER SMITH,**

Chief Knowledge Officer, Brand & Marketing, Kantar Media

**7 SEGMENTS EMERGE**

Meredith identified seven distinct groups of women, all nuanced in their attitudes and responses to the pandemic and, consequentially, the post-normal world.

**YOUNG & VULNERABLE**

- Likely urban, single, and concerned about catching/spreading the virus
- Tried new brands during the pandemic and plans to continue using them
- Copes by making impulse purchases and intends to continue shopping online frequently once the pandemic is over

Which consumers will be the most receptive to your ad messaging? What's the right way to resonate with them? How can you effectively reach them?

For more information on Meredith's Post-Normal Consumer study and the audience segments we've built based on the findings—now available for print/digital campaign activations—please reach out to your Meredith Sales Representative.

**THREE THINGS TO CONSIDER**

1. **Promote Authenticity:** 90% of women appreciate companies that are listening to and acting on consumer needs

2. **Promote Inclusivity:** 89% are interested in advertising that shows how we all can emerge from the pandemic even stronger

3. **Extend Beyond Circumstances:** 66% wish brands would talk about the benefits of their products in their ad messages, rather than the pandemic itself

Our Healthy & Optimistic segment is much more likely to agree with this statement (115 index) than Young & Vulnerable (72 index)

To download the full list of consumer segments Meredith has developed

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**THE POST-NORMAL CONSUMER**

**Meredith's New Proprietary Study**

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